



**Marketing Manager
Portage District Library
Portage, Michigan**

**Salary: \$40,000 - \$68,000
Status: Full-time**

Summary:

The Portage District Library is looking for an enthusiastic, articulate, creative individual to manage the planning, writing, producing and creation of content for marketing, branding, promotions, public relations, and communications of the library. The position will include the development and implementation of a communications plan that supports the strategic goals and initiatives of the library, while heightening awareness, understanding, and engagement with library services and resources. Candidates will be required to collaborate with other library departments to create and deliver a message that supports the Portage District Library's objectives. A preference will be given to those candidates with knowledge of current technologies such as social media, Web design and management, as well as design based programs.

Job Duties:

- Develops budget and monitors expenditures; evaluates effectiveness of systems and workflow.
- Identifies services, resources, and programs for marketing and promotional opportunities; develops strategies and carries out a wide range of marketing activities.
- Designs and conducts surveys, and marketing and public opinion research as part of the evaluation of library services, resources, and programming.
- Plans, writes, edits, proofreads and produces print and electronic publications and presentations such as the monthly e-newsletter and monthly PDL *Portager* insert; and manages internal and external communications.
- Manages the Portage District Library brand, ensuring consistency in visual, audio, and digital brand elements as well as written tone, naming and other branding guidelines.
- Oversees Portage District Library social media policy and strategy, coordinating with staff contributors across the organization to ensure its effectiveness; encourages adoption of relevant social media techniques for promotion of library resources and services.
- Manages, prioritizes and directs departmental workflow to ensure efficient and timely completion of content development, design and production requests from internal departments.

- Serves as the Library's Website Coordinator, working with the staff and web-related committees to maintain the functionality of respective technology; and to lead in the evaluation and monitoring including timely enhancements and updating of the Website and related content for targeted audiences of social media.
- Assures design integrity, visual quality, effective communication, and publication style of library's website; secures photographs/graphic elements for site; develops features and highlights sections; in development of new sections/sub-sites.
- Directs media relations: creates and maintains effective relationships with media; represents and speaks for the library to media; solicits media coverage of the library services and programs; produces and distributes news releases.
- Plans and organizes library-wide public relations campaigns, special events, and fund development activities as assigned.
- Leads marketing and communication action plan items and initiatives which support organizational competencies and current strategic plan.
- Advises departments and administration regarding public relations and communications needs.
- Identifies and supervises external freelance resource pool (such as web designers, digital signage services, and graphic artists), as needed, to meet all scheduled deliverables.
- Represents the library at public functions and serves as library liaison to community groups as assigned.
- Participates in Administration Team meetings, library-wide committees, Library Board meetings, and performs other duties as assigned.

Qualifications:

- Bachelor's degree (B.A.) in communications, marketing, public relations or related allied field, or equivalent combination of education and experience.
- Strong computer skills with knowledge of office and design based programs (i.e. Photoshop, Illustrator, etc.).
- Experience working in diverse formats of marketing media, including print, online (Web pages), social media (Twitter, Facebook, YouTube, etc.) and e-mail.
- Experience and in-depth knowledge of graphic design and layout techniques, computer software, and press relations.
- Experience with Internet and website design and management.
- Ability to take initiative and be held accountable.
- Demonstrated ability to deliver results on time and within budget.

- Ability to tie marketing elements into overall Portage District Library business objectives.
- Strong ability to identify marketing opportunities, and develop strategies and creative marketing solutions.
- Proven team player with strong interpersonal and leadership skills.
- Excellent communication and presentation skills.
- Ability to manage multiple and complex projects.
- Excellent analytical and critical thinking.

The position includes a salary from \$40,000, dependent upon qualifications. Portage District Library offers a benefit package including – medical, dental, vision, life insurance, disability, retirement savings plan and more. Interested individuals should submit a cover letter, resume, and job application by March 4, 2016 to: Human Resources, Portage District Library, 300 Library Lane, Portage, MI 49002 or send e-mail to: jobs@portagelibrary.info. For additional information, please call Rob Foti at (269) 585-8702. Visit the Portage District Library's website at http://portagelibrary.info/about/employment_opportunities/ to access job openings and applications.

All applicants selected for interviews will be required to present a portfolio of projects completed, and references.

Portage District Library is an Equal Opportunity Employer